



Midwest Television, Inc.
7677 Engineer Road
San Diego, CA 92111
(858)571-8888

www.kfmb.com

And:

Cerasoli Stafford c/o Z Zone
731 South Coast Highway 101 Suite 2F
Solana Beach, CA 92075

CONTRACT

Contract / Revision	Alt Order #	
69438 /		
Product		
Bob Filner For Mayor TV		
Contract Dates	Estimate #	
10/01/12 - 11/11/12	1771	
Advertiser	Original Date / Revision	
Filner for Mayor	09/21/12 / 09/21/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KFMB	Jan Gross	Los Angeles
Special Handling		
Cash in Advance		
Demographic		
Adults 18+		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/				
									Rate	Rtn	Type	Spots	Amount
N 1 8	10/01/12	11/04/12	5-6am News		5-6a		:30				NM	10	\$2,100.00
	Start Date	End Date	Weekdays					Spots/Week	Rate	Rating			
Week: 10/01/12	10/07/12	MTWTF--						3	\$210.00	0.00			
Week: 10/08/12	10/14/12	MTWTF--						2	\$210.00	0.00			
Week: 10/15/12	10/21/12	-----						0	\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--						2	\$210.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--						3	\$210.00	0.00			
N 2 8	10/08/12	11/04/12	5-6am News		5-6a		:15				NM	5	\$680.00
	Start Date	End Date	Weekdays					Spots/Week	Rate	Rating			
Week: 10/08/12	10/14/12	MTWTF--						2	\$136.00	0.00			
Week: 10/15/12	10/21/12	-----						0	\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--						2	\$136.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--						1	\$136.00	0.00			
N 3 8	10/01/12	11/04/12	Dr. Phil 3-4p		M-F 3-4pm		:30				NM	10	\$5,800.00
	Start Date	End Date	Weekdays					Spots/Week	Rate	Rating			
Week: 10/01/12	10/07/12	MTWTF--						3	\$580.00	0.00			
Week: 10/08/12	10/14/12	MTWTF--						2	\$580.00	0.00			
Week: 10/15/12	10/21/12	-----						0	\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--						2	\$580.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--						3	\$580.00	0.00			
N 4 8	10/08/12	11/04/12	Dr. Phil 3-4p		M-F 3-4pm		:15				NM	4	\$1,508.00
	Start Date	End Date	Weekdays					Spots/Week	Rate	Rating			
Week: 10/08/12	10/14/12	MTWTF--						1	\$377.00	0.00			
Week: 10/15/12	10/21/12	-----						0	\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--						2	\$377.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--						1	\$377.00	0.00			
N 5 8	10/01/12	11/04/12	Anderson Cooper 4-5pm		4-5pm		:30				NM	10	\$4,950.00
	Start Date	End Date	Weekdays					Spots/Week	Rate	Rating			
Week: 10/01/12	10/07/12	MTWTF--						4	\$495.00	0.00			
Week: 10/08/12	10/14/12	MTWTF--						2	\$495.00	0.00			
Week: 10/15/12	10/21/12	-----						0	\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--						2	\$495.00	0.00			

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Original Date / Revision		
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									Rate	Rtn	Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/29/12	11/04/12	MTWTF--				2	\$495.00	0.00		
N 6 8	10/08/12	11/04/12	Anderson Cooper 4-5pm		4-5pm		:15				NM	5 \$1,605.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	MTWTF--				2	\$321.00	0.00		
Week: 10/15/12	10/21/12	-----		0				\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--		2				\$321.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--		1				\$321.00	0.00			
N 7 8	10/01/12	11/04/12	M-F 5-6pm News/1 Hour		5-6p		:30				NM	8 \$7,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	MTWTF--				3	\$990.00	0.00		
Week: 10/08/12	10/14/12	MTWTF--		1				\$990.00	0.00			
Week: 10/15/12	10/21/12	-----		0				\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--		2				\$990.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--		2				\$990.00	0.00			
N 8 8	10/08/12	11/04/12	M-F 5-6pm News/1 Hour		5-6p		:15				NM	5 \$3,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	MTWTF--				2	\$643.00	0.00		
Week: 10/15/12	10/21/12	-----		0				\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--		2				\$643.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--		1				\$643.00	0.00			
N 9 8	10/01/12	11/04/12	M-F 630-7p		6:30-7pm		:30				NM	10 \$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	MTWTF--				3	\$990.00	0.00		
Week: 10/08/12	10/14/12	MTWTF--		2				\$990.00	0.00			
Week: 10/15/12	10/21/12	-----		0				\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--		2				\$990.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--		3				\$990.00	0.00			
N 10 8	10/08/12	11/04/12	M-F 630-7p		6:30-7pm		:15				NM	5 \$3,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	MTWTF--				2	\$643.00	0.00		
Week: 10/15/12	10/21/12	-----		0				\$0.00	0.00			
Week: 10/22/12	10/28/12	MTWTF--		2				\$643.00	0.00			
Week: 10/29/12	11/04/12	MTWTF--		1				\$643.00	0.00			
N 11 8	10/01/12	10/07/12	Sun 5-6pm News		Sun 5-6pm	-----S	:30	1	\$990.00	0.00	NM	1 \$990.00
N 12 8	10/01/12	11/04/12	Sun 630-7pm News		Sun 630-7pm		:30				NM	3 \$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	-----S				1	\$990.00	0.00		
Week: 10/08/12	10/14/12	-----		0				\$0.00	0.00			
Week: 10/15/12	10/21/12	-----		0				\$0.00	0.00			
Week: 10/22/12	10/28/12	-----S		1				\$990.00	0.00			
Week: 10/29/12	11/04/12	-----S		1				\$990.00	0.00			
N 13 8	10/08/12	10/28/12	Sun 630-7pm News		Sun 630-7pm		:15				NM	2 \$1,286.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S				1	\$643.00	0.00		
Week: 10/15/12	10/21/12	-----		0				\$0.00	0.00			
Week: 10/22/12	10/28/12	-----S		1				\$643.00	0.00			
N 14 8	10/01/12	11/04/12	Tues Prime		8-9pm		:30				NM	2 \$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	-T-----				1	\$4,125.00	0.00		

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									Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	- T-----				1	\$4,125.00	0.00			
N 15	8	10/09/12	10/09/12	Tues Prime	9-10p			- T-----		:15	1	\$2,681.00	0.00 NM
N 16	8	10/01/12	10/28/12	Wed Prime	10-11pm					:30			NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-- W----				1	\$3,630.00	0.00			
Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-- W----				1	\$3,630.00	0.00			
N 17	8	10/28/12	10/28/12	Sun Prime	7-8pm			- ----- S		:30	1	\$8,955.00	0.00 NM
N 18	8	10/14/12	11/04/12	Sun Prime	7-8pm					:15			NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----- S				1	\$5,820.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	----- S				1	\$5,820.00	0.00			
N 19	8	11/04/12	11/04/12	Sun 9-10pm	9-10pm			- ----- S		:30	1	\$4,125.00	0.00 NM
N 20	8	10/01/12	11/04/12	M-Sun 11-1135P	11-11:35pm					:30			NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTFSS				3	\$990.00	0.00			
Week:		10/08/12	10/14/12	MTWTFSS				2	\$990.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTFSS				2	\$990.00	0.00			
Week:		10/29/12	11/04/12	MTWTFSS				2	\$990.00	0.00			
N 21	8	10/08/12	11/04/12	M-Sun 11-1135P	11-11:35pm					:15			NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTFSS				2	\$643.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTFSS				2	\$643.00	0.00			
Week:		10/29/12	11/04/12	MTWTFSS				2	\$643.00	0.00			
N 22	8	10/01/12	11/04/12	M-F 1135p-1237x	11:35pm-1237xm					:30			NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$415.00	0.00			
Week:		10/08/12	10/14/12	MTWTF--				2	\$415.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				2	\$415.00	0.00			
N 23	8	10/08/12	11/04/12	M-F 1135p-1237x	11:35pm-1237xm					:15			NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$269.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$269.00	0.00			
N 24	8	10/01/12	11/04/12	9/26-12/19: Survivor 8p	8-9pm					:30			NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-- W----				1	\$6,600.00	0.00			

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Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	-- W---				1	\$6,600.00	0.00			
										Totals	0.00	113	\$118,461.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	83	\$82,006.00	\$69,705.10
10/29/12 - 11/04/12	30	\$36,455.00	\$30,986.75
Totals	113	\$118,461.00	\$100,691.85

Signature: _____ **Date:** _____

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